

2022

AD MEDIA Kit

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Ordre professionnel des inhalothérapeutes du Québec



PRESENTATION

The Ordre professionnel des inhalothérapeutes du Québec (OPIQ) oversees the practice of respiratory therapists working in cardiorespiratory care and health.

Mandated by the Government of Quebec, the Order's mission is to ensure the protection of the public. To this end, it supervises the practice of the profession according to established norms and high standards of practice. It also promotes the professional development of its members in order to provide the safest and highest quality care. Through its many actions, the Order also plays a central role in the prevention of cardiorespiratory diseases and in health promotion.

In Quebec, to practise the profession of respiratory therapist, it is mandatory to be a member of the Order.

The "Ordre professionnel des inhalothérapeutes du Québec" has a role equivalent to a College in other Canadian provinces or in other countries.

4,536 members

inhalo



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**L'INHALO
JOURNAL**

l'inhalo Journal is published electronically three times a year. Sent by e-mail to more than 3,800 members of the Order, it is also available on the OPIQ website.

Read thoroughly, the journal plays a dual role for members of the Order. Not only does it serve to maintain and develop their scientific knowledge, but it also allows them to receive recognition for the hours of continuing education that they must devote to their profession.

[View the most recent issues](#)



l'inhalo Journal has several advantages for advertisers, including:

- ✓ The credibility and prestige of the publication
- ✓ Promotion of your products and services to the Order's members
- ✓ Strategic positioning in a captive target market
- ✓ Your messaging will benefit from a long life span
- ✓ Also available to the general public on the Order's website

It is the reference publication for respiratory therapists in Quebec

ADVERTISING RATES

Format	1 issue	2 issues	3 issues
1 page	\$2,200	\$2,000	\$1,750
1/2 page horizontal or vertical	\$1,400	\$1,250	\$1,100
1/3 page horizontal or vertical	\$1,000	\$900	\$800
1/4 page horizontal, vertical or regular	\$800	\$700	\$625
Cover 2	\$2,600	\$2,300	\$2,050

EDITORIAL CALENDAR*

Issue	Reservation	Artwork	Release
Winter 2022	December 28	January 11	February 11
Spring 2022	April 13	April 27	May 27
Fall 2022	September 7	September 21	October 21
Winter 2023	December 27	January 10	February 10

**Release dates are subject to change without notice.*

Two other ways to reach the Order's members



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E-NEWSLETTER AND E-BLAST

L'Ordonnée e-newsletter

L'Ordonnée e-newsletter is sent out to subscribers four times a year. More than 3,400 Order's members, managers, students, teachers and other stakeholders interested in respiratory therapy receive it.

L'Ordonnée e-newsletter is used by the Order to address its members on a regular basis. Its content deals with various topics of interest (conferences, activities, training, etc.) and current events.

l'inhalo e-blast

l'inhalo e-blast is sent three times a year to the OPIQ's more than 3,800 members. It is used, among other things, to announce a new issue of the journal and to promote the articles of a given issue's theme.

L'Ordonnée e-newsletter

Available format	Rate
Square — 300 x 250 pixels	\$400

VOLUME DISCOUNT

10% when purchasing
4 ad spaces for a year

Note: Other formats are possible depending on available space. Rates on request.

l'inhalo e-blast

Available format	Rate
Square — 300 x 250 pixels	\$400

VOLUME DISCOUNT

10% when purchasing
3 ad spaces for a year

Note: Other formats are possible depending on available space. Rates on request.

BENEFITS

L'Ordonnée e-newsletter and *l'inhalo* e-blast have several advantages for advertisers, including:

- ✓ Maximum visibility of your ad
- ✓ Strategic positioning in a captive target market
- ✓ Affordable rate
- ✓ Elevating your profile
- ✓ Business development

L'ORDONNÉE E-NEWSLETTER CALENDAR*

Issue	Reservation	Artwork	Release
Winter 2022	February 7	February 16	February 28
Spring 2022	May 24	June 1	June 13
Summer 2022	August 22	September 1	September 12
Fall 2022	November 21	December 1	December 12

L'INHALO E-BLAST CALENDAR*

Issue	Reservation	Artwork	Release
Winter 2022	December 28	January 11	February 11
Spring 2022	April 13	April 27	May 27
Fall 2022	September 7	September 21	October 21
Winter 2023	December 27	January 10	February 10

**Release dates are subject to change without notice.*



Reservation and information

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